



MEDIA RELEASE

Santa Barbara Airport Announces Non-Stop Service to Portland, Oregon

SANTA BARBARA, CA – January 19, 2012

Santa Barbara Airport (SBA) officials are very pleased with Alaska Airlines' announcement to begin new non-stop seasonal service to Portland (PDX), Oregon beginning June 4, 2012 and continuing through August 25, 2012. The daily two-hour flight will depart at 11:50 a.m. from Santa Barbara and fly non-stop to Portland using a 70-passenger Bombardier CRJ-700 regional jet. The introductory fare will be \$99 one-way.

"We are thrilled to have new **non-stop service to Portland**. We hope that the community will support the service and demonstrate to Alaska that Santa Barbara-Portland is a viable market," said Karen Ramsdell, Santa Barbara Airport Director.

"These new routes give our customers additional options to access some of the most popular summer markets out of Portland," said Joe Sprague, Alaska Airlines' vice president of marketing. "With these low introductory fares, summer travel between Santa Barbara and Portland has never been more affordable."

Like all Alaska Airlines flights, travelers will enjoy onboard complimentary Starbucks coffee, soft drinks, and (for passengers 21 and older) wines and microbrews.

Portland-Santa Barbara flights:

Start date	City pair	Departs	Arrives	Frequency	Ends
June 4	Portland-Santa Barbara	9:15 a.m.	11:20 a.m.	Daily	Aug. 25
June 4	Santa Barbara-Portland	11:50 a.m.	1:55 p.m.	Daily	Aug. 25

Alaska Airlines and Horizon Air, subsidiaries of Alaska Air Group (NYSE: ALK), together serve 90 cities through an expansive network in Alaska, the Lower 48, Hawaii, Canada and Mexico. Alaska Airlines ranked "Highest in Customer Satisfaction Among Traditional Network Carriers" in the J.D. Power and Associates 2008, 2009, 2010 and 2011 North America Airline Satisfaction Studies.

Visit Alaskaair.com to purchase a ticket or call 1-800-ALASKAAIR (1-800-252-7522 or TTY/TDD line 1-800-392-0228).

For further information about Santa Barbara Airport visit FlySBA.com and follow us on Twitter and Facebook.

*** Terms and conditions for fare sale:** Travelers are responsible for the following taxes and fees: Airport Passenger Facility Charges of up to \$9 (amount depends on itinerary); U.S. Federal Segment Tax of \$3.80 per segment (takeoff and landing); Sept. 11 Security Fee of \$2.50 per enplanement; and U.S. government excise tax of \$8.40. A \$20 baggage fee will apply for each of the first three checked bags. Additional fees apply to check more than three bags and for overweight or oversized items. Quoted fare is valid on nonstop flights only. Tickets must be purchased by Jan. 25 for travel between June 5 and July 18, 2012. The introductory sale fare is good for travel Tuesday, Wednesday and Saturday only. For more information and complete terms and conditions, visit www.alaskaair.com.

General terms and conditions: Seats are limited and may not be available on all flights or all days. A ticket purchased at an Alaska Airlines airport location or through a reservation call center will cost \$15 more per person than the advertised fare. All fares, taxes and fees are in U.S. dollars and are subject to change without notice, and other restrictions apply. Tickets are nonrefundable, but can be changed at alaskaair.com for a \$75 per person change fee and any difference in fare (or \$100 when changed through a reservation call center and any difference in fare). See www.alaskaair.com or call Alaska Airlines Reservations at 1-800-252-7522 for information.

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